

using the determined correspondence relationship in the step of determining a correspondence, and searching the advertisement data using the determined second attribute information; and

displaying both the map information and the advertisement information at a same display screen, the map information and the advertisement information being generated by the map drawing commanding means and the advertisement display commanding means, respectively.--

REMARKS

Claims 1, 4-9, 12-16, and 19-22 remain in the application. Claims 1, 9, and 16 have been amended hereby, and claims 3, 11, 18, and 23-26 have been canceled, without prejudice or disclaimer.

Reconsideration is respectfully requested of the rejection of claims 1, 3-9, 11-16, and 18-26 under 35 USC 103(a), as being unpatentable over Dunworth et al.

It is respectfully submitted that Dunworth et al. fails to show or suggest at least an advertisement display commanding means for controlling an advertisement to be displayed on a user's terminal based on the determination of a correspondence relationship between first attribute information (business related information corresponding to an identification code), and

second attribute information corresponding to advertisement data. See the advertisement correlation database 13 in Fig. 1 and its description starting in page 15, line 12 of the present application, for example.

Advantages of the above-noted features of the present invention are that they enable the webmaster to control the advertisements being displayed independently from the user by adjusting the correspondence relationship of the attributes. For example, when the user selects a webpage related to an electronics company and then presses the "get map" button to search for a showroom location, the map information is displayed along with appropriate advertisements automatically selected by the system of the present invention.

Dunworth et al. is merely using one piece of information, an identification code assigned to a selection button displayed on a webpage, to determine the advertisement to be displayed. Therefore, Dunworth et al. is silent about determining the advertisement to be displayed using two different attributes because in Dunworth et al. the advertisement is positioned at the bottom of the data hierarchy so that the user input and display output form a one-to-one relationship. See the description starting at col. 3 line 8 of Dunworth et al.

Therefore, unlike in the system of the present invention, in the system of Dunworth et al., the advertisement to be


displayed is determined independently from the business category of the home page.

Accordingly, it is respectfully submitted that amended independent claims 1, 9, and 16, and the claims depending therefrom, are patentably distinct over Dunworth et al.

Favorable reconsideration is earnestly solicited.

Respectfully submitted,

COOPER & DUNHAM LLP

A handwritten signature in dark ink, appearing to read "Jay H. Maioli". The signature is written in a cursive, flowing style with some capitalization.

Jay H. Maioli
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JHM/PCF:tl

VERSION WITH MARKINGS TO SHOW CHANGES MADEIN THE CLAIMS

Please amend claims 1, 9, and 16 by rewriting same to read as follows, and cancel claims 3, 11, 18, and 23-26, without prejudice or disclaimer.

--1. (Four Times Amended) An information displaying system including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographical location on said information displaying apparatus, comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element data corresponding to a geographic location;

second data storing means for storing said geographic location and for storing first attribute information so that said geographic location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information

corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing command means for accepting said commanding signal sent from said display commanding means, for searching a geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said

second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--9. (Four Times Amended) An information providing apparatus including a server apparatus and an information displaying apparatus capable of accessing said server apparatus, for displaying information corresponding to a geographic location on said information displaying apparatus, the apparatus comprising:

information displaying means;

display commanding means pre-assigned with a unique identification code for accepting a user's selecting operation and outputting a commanding signal to have said information displaying means display the information when the display commanding means is selected by the user's selecting operation;

first data storing means for storing map drawing element

data corresponding to said geographic location;

second data storing means for storing said geographical location and for storing first attribute information, so that said geographical location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

third data storing means for storing advertisement data and second attribute information corresponding to said advertisement data;

map drawing commanding means for accepting said commanding signal sent from said display commanding means, searching said geographic location corresponding to said identification code pre-assigned to said information displaying means from said second data storing means, searching said map drawing element data corresponding to said searched geographical location from said first data storing means, and controlling said information displaying means to draw map information using said searched map drawing element data; and

advertisement display commanding means for accepting said commanding signal sent from said display commanding means, searching an advertisement data from said third data storing means, and controlling the information displaying means to display advertisement information using said searched

advertisement data, wherein

said advertisement display commanding means comprises:

a correspondence determination section for determining a correspondence relationship between said first attribute information and said second attribute information; and

an advertisement searching section for determining said second attribute information corresponding to said commanding signal sent from said display commanding means using said determined correspondence relationship, and searching said advertisement data using said determined second attribute information, and wherein

said information displaying means displays both said map information and said advertisement information at said same display screen, said map information and said advertisement information being generated by said map drawing commanding means and said advertisement display commanding means, respectively.

--16. (Four Times Amended) An information providing method for providing information corresponding to a geographical location to a user information displaying apparatus via a network using a server, comprising the steps of:

pre-assigning a display commanding means with a unique identification code, for accepting a user's selecting operation and outputting a commanding signal to have said information

displaying apparatus display the information when the display commanding means is selected by the user's selecting operation;

storing map drawing element data corresponding to geographical locations in first data storing means;

storing said geographical locations and storing first attribute information in second data storing means so that said geographical location and said first attribute information correlate with said identification code, wherein said first attribute information is business related information corresponding to said identification code;

accepting a commanding signal sent from a display commanding means, searching a geographical location corresponding to the identification code pre-assigned to the information displaying means from the second data storing means, searching the map drawing element data corresponding to the searched geographical location from the first data storing means, and controlling the information displaying means to draw map information using the searched map drawing element data;

accepting the commanding signal sent from the display commanding means, searching an advertisement data from the third data storing means, and controlling the information displaying apparatus to display advertisement information using the searched advertisement data;

determining a correspondence relationship between the first

attribute information and the second attribute information;

determining the second attribute information corresponding to the commanding signal sent from the display commanding means using the determined correspondence relationship in the step of determining a correspondence, and searching the advertisement data using the determined second attribute information; and

displaying both the map information and the advertisement information at a same display screen, the map information and the advertisement information being generated by the map drawing commanding means and the advertisement display commanding means, respectively.--